

*P Hess_Ret
From: Kuruc, Nick
Edited: 11/7/97 9:05
Subject: Amerada Hess Corporation

ROU's: Please communicate to all Retail Reps responsible for the following chain ID's:

0353-02-01 through 08
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Subject: Clarification of SIGNATURE Buy Down for November and December

The SIGNATURE Buydown for November and December is now in effect. The buydown is working in the following manner:

- [] SIGNATURE Prices in all stores reflect pricing that was originally in effect for the brand's introduction in August 1996.
- [] Pricing will not be positioned as "\$.20 off per pack or \$2 off per carton".
- [] The new pricing for SIGNATURE is only in effect through December 31.
- [] Retail Rep should reflect this new price as a "Special Promotion", and not as \$.20 or \$2 off.

Listed below are the new pack prices effective through December 31, 1997 by state:

New York	1.35
Pennsylvania	.99
New Jersey	1.19
Georgia	.79
South Carolina	.79
Florida	.99
Massachusetts	1.79
Virginia	.89
Connecticut	1.29

Retail Managers: Again please voice mail the above to your Retail Reps as soon as possible.

Please call me if you have any questions.

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